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Blogger





Consumer Generated Media



 Word of mouth behavior that exists on the Internet.

 encompasses opinions, experiences, advice and commentary about products, brands, companies and services—usually informed by personal experience



Consumer Generated Media



- Messages on forums, newsgroups, message boards
- Review/Rating sites
- Testimonials
- Blogs
- Podcasts
- Videos
- Viral marketing



How Consumer Used to Buy Travel







How Consumer Buy Travel Today



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Free Newsletter

Home → United States → Montana (MT) → Helena → Helena Hotels

Barrister Bed & Breakfast



Rooms: 5

Map this hotel

416 North Ewing, Helena, MT 59601

Property Type: Bed and Breakfast ?

Step into Montana's history while surrounding yourself with comfort and luxury in an 1874 Victorian mansion, where our specialty is warm Western...

more »

Traveler Reviews

1-10 of 10

Sort by [Date ▼][Rating]

English first -

Save Review

1

"An Absolute Gem of a place and experience"



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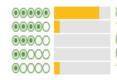
TerryDeerPark WA Deer Park, WA

Tul 17 2008

of 7 B&Bs in Helena

TripAdvisor Traveler Rating: ?





Write a review

TripAdvisor Popularity Index: ?



Best deals: Barrister Bed & Breakfast

- Hotels in Helena
 - www.hiexpress.com Smart hotel accommodations with Free internet & breakfast bar.
- Helena MT Hotels

Guaranteed.

montanahotels.org/Helena The Official Montana Hotel Site, 110% Best Rates Guaranteed

Choice Hotels® Helena www.ChoiceHotels.com Official Choice Hotels® Website, Best Internet Rates,

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"Warm Hospitality"





PCAustin Austin, TX

May 7, 2008



The Barrister is a beautiful Victorian home that has been well cared for by the owners. My room was was quite large and very clean. Upon my return in the evenings, the room and bathroom were cleaned and restocked. I was made to feel right at home. Nick and his staff were very attentive to all of my needs. This... more

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Narm Hospit: "Extremely pleased"



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Docmarx Texas

Sep 4, 2007

Save Review

The Barrister is cared for by the clean. Upon my were cleaned ar Nick and his sta more

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We were extremely pleased with our stay at the Barrister. Nick, the owner, went above and beyond the call of duty to accommodate our last minute booking. The room was delightful and the breakfast was wonderful. Everywhere you look there are wonderful touches that make the experience lovely and relaxing. I just wish our stay could have been for longer.... more

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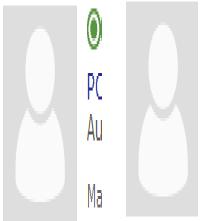
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"A wonderful refuge"



The Barrister is

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Nick and his sta

more



lukelagrrl Austin, Texas

Aug 27, 2007



1/1 found this review helpful

This is a wonderful place. My stay at the Barrister was unexpected, as we were booked in here on short notice when the airline cancelled our flight. The owner, Nick, came and got us at the airport at 12:30 in the morning! The room was lovely, and the breakfast he prepared for us the next morning was delightful. The Barrister... more

Save Review

We were ex the owner, accommoda and the bre wonderful t I just wish (

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"Warm Hospit: "Extremely pleased"

Docmarx

Sep 4, 2007

Texas

We were extremely please

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This is a unexpe the airli at the a the bre delightf

"What a Find!!"

cbisom Helena, Matana Jul 20, 2007

Save Review

Sunset and wine on the front porch of a Victorian mansion reminded me of the old neighborhoods! It was wonderful being able to walk to the downtown for an evening stroll to dinner. What a great experience! The host was most accommodating and knowledgable of the area and recommended great restaurants and places of interest to visit. The ambiance... more



How Consumer Buy Travel Today



Visit Websites

Visit Reviews

Buy



Welcome to Google Alerts

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Create an alert with the form on the right.

You can also sign in to manage your alerts

Create a Google Alert				
Enter the topic you wish to monitor.				
Search terms:				
Туре:	Comprehensive ▼			
How often:	once a day ▼			
Your email:				
Create Alert				
Google will not sell or share your email address.				



Social Media



- Social Media
 - Technology type
 - Media designed to be easily shared
 - Blogging, podcasting, video, RSS, photo sharing, micro-blogging, online communities



Social Network Service



- Online communities of people who share interests and activities, or who are interested in exploring the interests and activities of others.

-Web based and provide a variety of ways for users to interact, such as e-mail and instant messaging services.

Susan sweeney.



Social Networking



- Social Networking
 - Using social media technology and a social networking service to form new relationships and strengthen old relationships online



Social Media Marketing

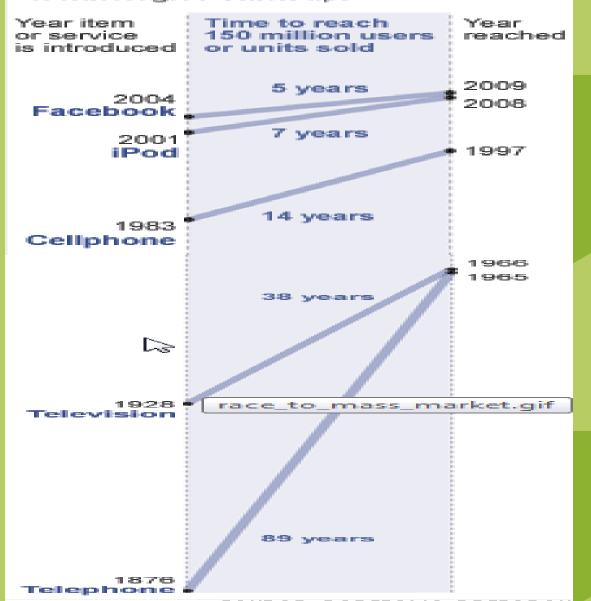




The race to the



race_to_mass_market.gif nillion users in January. Here's how other technologies stack up.



What a difference a year makes



A look at Facebook's growth in users and usage of the site.

	FEB. 2008	FEB. 2009
Total daily minutes of use	1.1 billion	More than 3 billion
Users who update status daily	4 million	15 million
Users who become "fans" each day	250,000	More than 3.5 million
Photos uploaded each month	250 million	More than 850 million
Pieces of content shared each month	t million	More than 24 million



facebook



- Over 200,000,000 users worldwide
- Typically college educated
- Average time on site>20 minutes
- 5,000,000 new users per week
- If Facebook were a country it would have a population as large as Brazil



Facebook Marketing

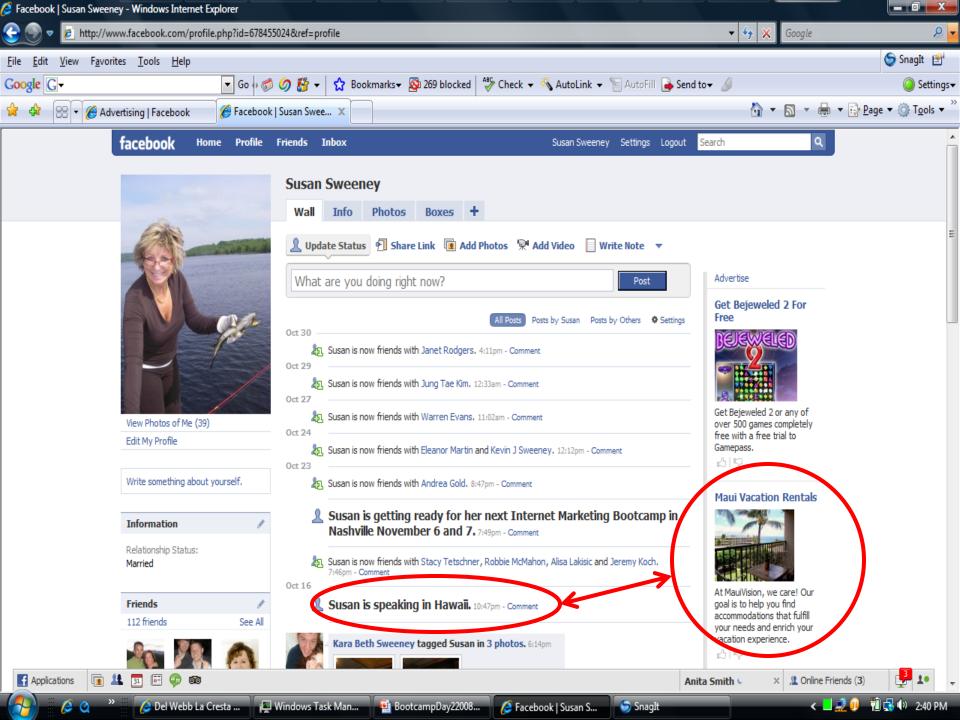


Multiple types of advertising opportunities

Banners/Flyer Ads/Contextual Ads/News Feeds/Social Ads

Targeted Advertising

- Geographic area
- Interests
- Age
- Gender
- Content







Create a presence to engage your customers and let them engage with each other.

Create a Page

or manage your existing Pages

About Pages

Step By Step Prepare







Create a Facebook Page

A Facebook Page is a complete solution within Facebook to showcase your business, band or brand. No need to know HTML or another programming language, your Facebook Page can be created in just a few minutes with our simple interface.

Start the Conversation

When your fans interact with your Facebook Page, stories linking to your Page are sent to their friends via News Feed. As these users click through and interact with your Page, News Feed keeps driving word-of-mouth to a wider circle of friends.

Drive Customer Awareness

Spread the word even further with Facebook Ads. You choose the graphic and text of your ad, and select when Facebook shows it to your target users. We'll even try to add information about their friends' interacting with your Facebook Page, if you choose.











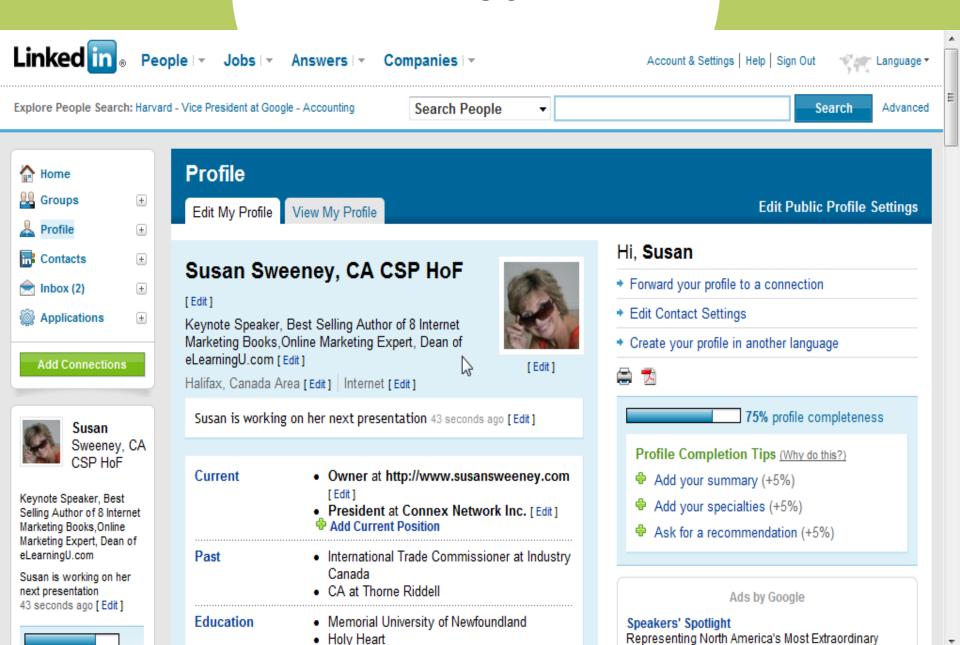


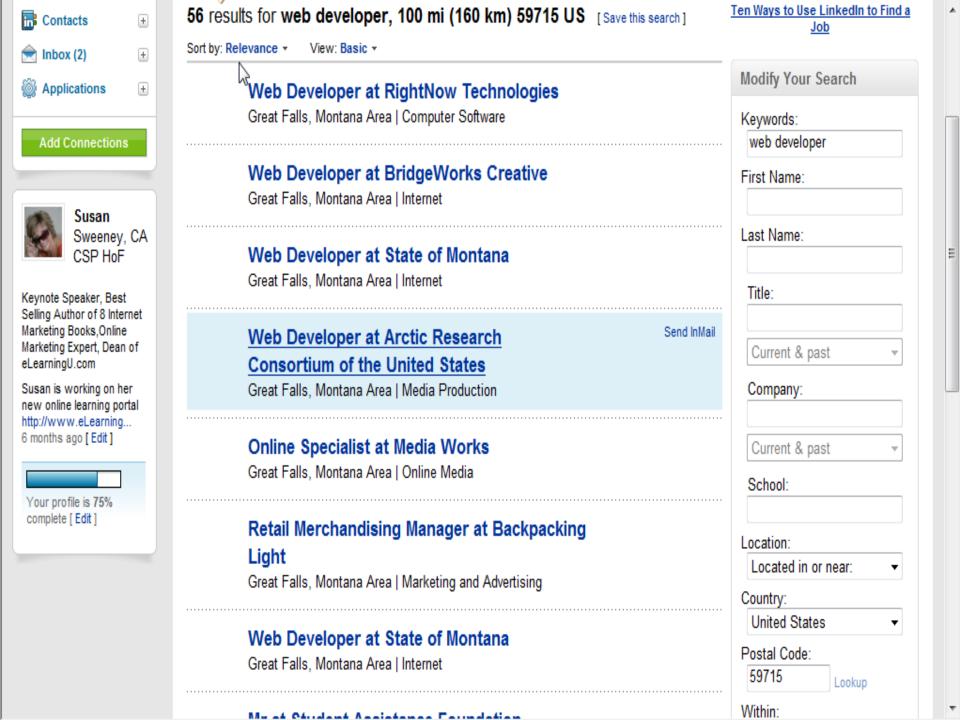


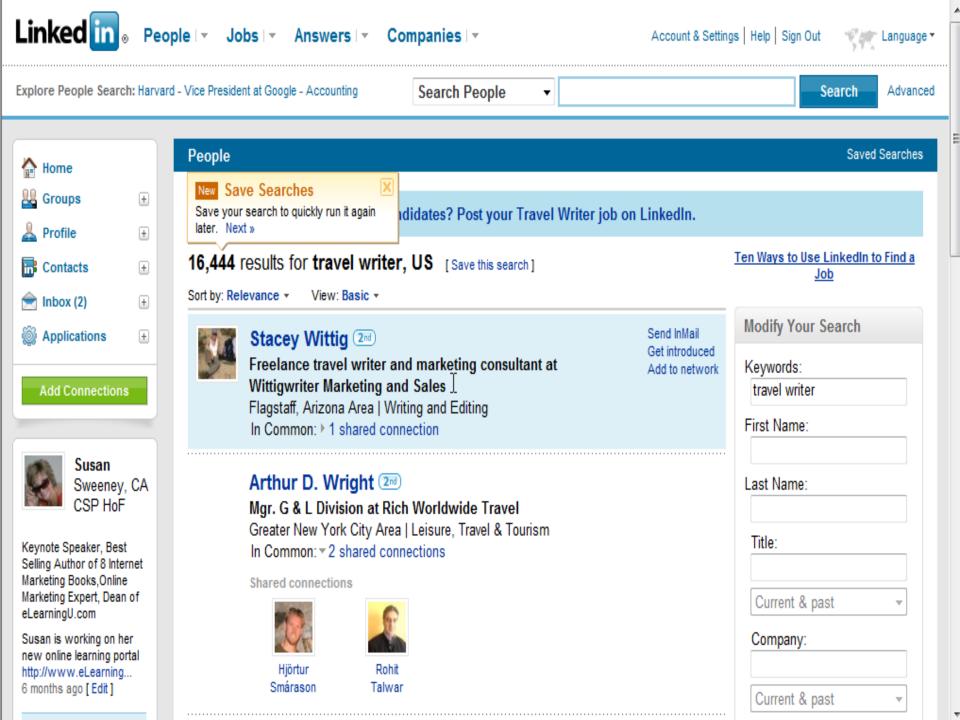




LinkedIn









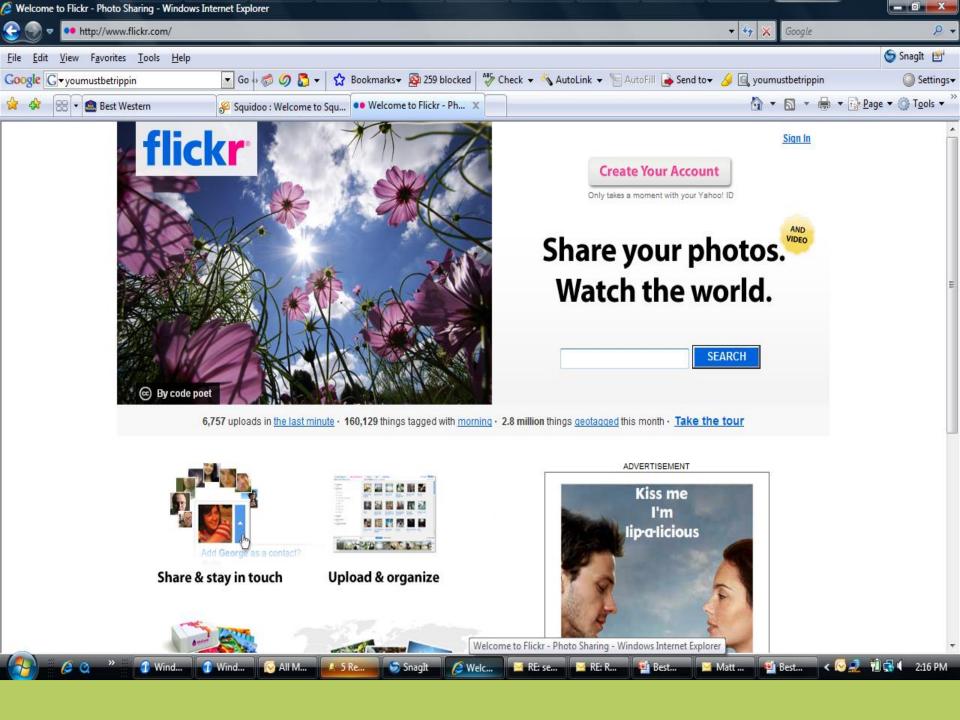




slide**share**













In the Montana Mountains

by Kathy~





Tagged with trees, white, house, snow ... Taken on September 24, 2007, uploaded October 9, 2007

Taken in Fort Logan, Montana (map)

See more of Kathy~'s photos, or visit her profile.



Canoeing by Sinopah Mountain, Glacier NP, Montana's Best by moonjazz

301 comments * 63 faves



Tagged with family, red, wild, mountain ... Taken on August 3, 2008, uploaded September 10, 2008

See more of moonjazz's photos, or visit his profile.

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Montana dude ranch

www.ebay.ca Fantastic prices on montana dude ranch Deal with Canadians and save

Top **Montana** Vacations



A Montana Guest / Dude Ranch Vacation at the Rich Ranch

A family-owned dude ranch in the Rocky Mountains of Western Montana next to the

**** 1 month ago 567 views jackandbelinda



Snowmobiling at the Rich Ranch a Montana Guest Ranch

An adventure vacation in the Rocky Mountains of Western Montana. Snowmobile

**** 1 month ago 2,309 views jackandbelinda



63 Ranch - Livingston, Montana

The 63 Ranch history dates from 1863 (hence its name). In 1982 it was the first

1 year ago 7,862 views duderanches



Laughing Water Dude Ranch MONTANA

A video taken in October, 2007 at Laughing Water Ranch (very late in the season)

Sponsored Links

Cowboys Cattle & Dudes

Don't just visit the west, live it! Good friends, food and horses. www.txranch.com

Canada's Authentic West

Saskatchewan, Canada. Horseback, Farm & Ranch Vacation Experiences SaskTourism.com

Montana Ranches and Land

Hunting Property, Ranches, Fishing River, Lakefront, Skiing, Elk, Deer www.ClearwaterMontanaProperties.com

Dude Ranches - direct

Dude Ranches and Guest Ranches free directory - offers worldwide www.riding-vacations.info

Montana Land for Sale.

Buy Land in Big Sky Country Enjoy Life! Hunt, Fish, Hike Yellowstone www.RockyMountainTimberlands.com

Montana Dude Ranch Trips

Looking for a change of pace?



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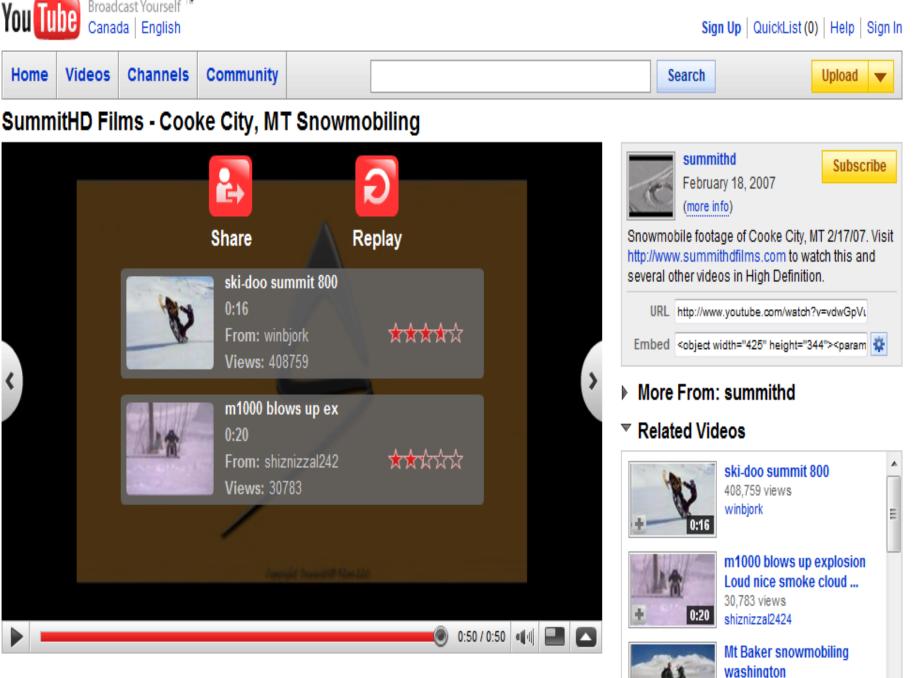
SummitHD Films - Cooke City, MT Snowmobiling







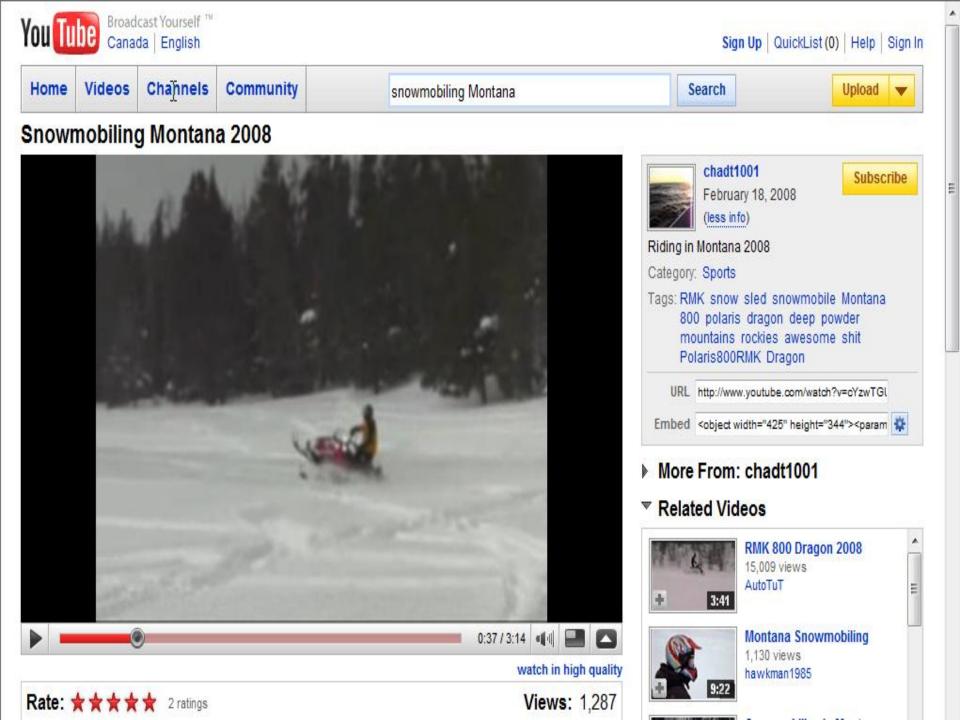


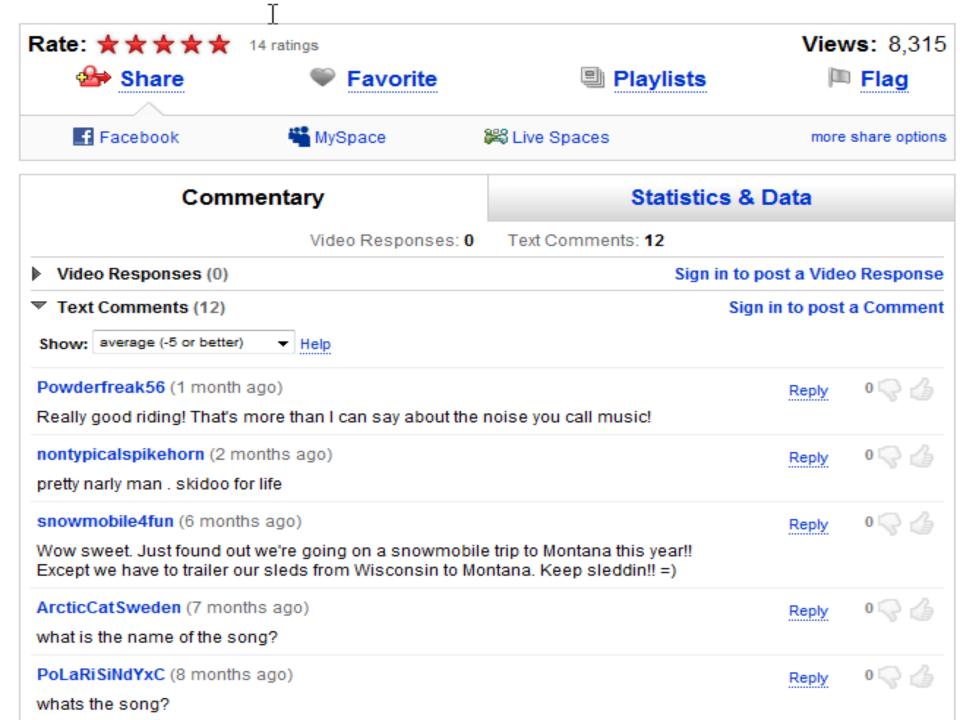


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8:16

washington 16,693 views torkelbot1







Podcasts



- What are they?
- Available on your site, partner sites, podcast directories or portals
- Listen:
 - -On host web site
 - Download to their own computer
 - Download to MP3, phone or other mobile device



Plan Your Podcast



Type

- Tourism
- Walking Tour
- History
- Things to see and do in your area
- Suggested Itinerary
- •Golfing, skiing,



Promote your Podcasts



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- Partner sites
- YouTube
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- Video.Google.com







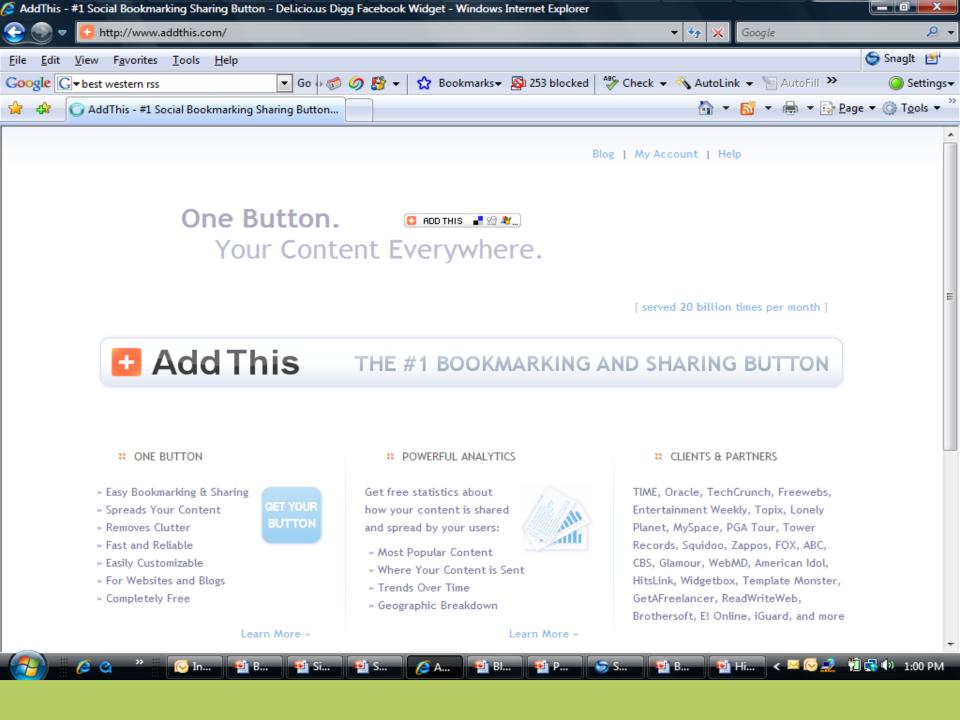


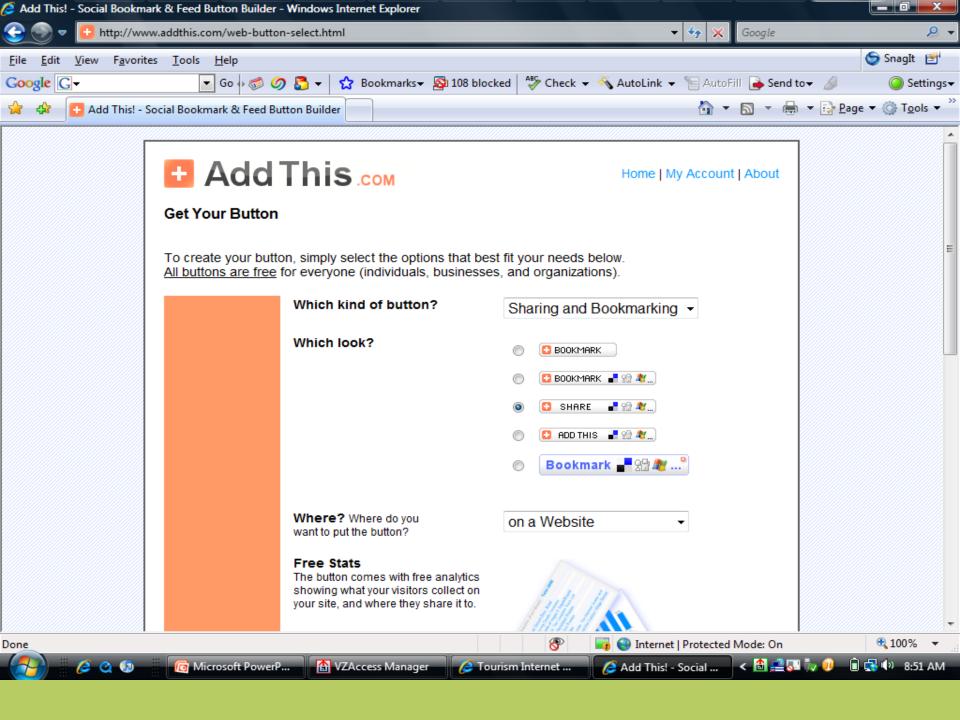


Social Bookmarking



- Make your blog (or web site)
 - More visible in social media searches
 - Easy to add to social bookmarking sites





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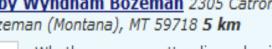
In It? Reprint It! Contact advertising(at)sys-con.com!

Bozeman Hotels - 2 hotels from \$64(approx. CAD81) per room per night. [Change Currency]

Sort by: Recommended 🛊 Star Rating 🛊 Distance 🛊 Cheapest Room 🛊 Cheapest Double Room 🛊



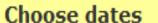




Whether you are attending a business meeting or enjoying the natural wonders of

Inn Bozeman is a great place to stay."... View Wingate by Wyndham Boze

from \$89 (approx. CAD112) per night



See exact prices and hotels which have available rooms to book by entering your dates.







Only a short drive from Yellowstone National Park

and ideally situated just off Interstate 90, this hotel offers modern accommodations, only

a short distance from a variety of recreational activities."... View Best Western Yellowstone Inn details

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What are these?













RSS



Really Simple Syndication

- RSS feed Push
 - -Headline
 - Duplicate data



RSS reader or aggregator – Pull





RSS Content



- Newsletters
- Specials
- Coupons
- Packages
- Press Releases
- Blog feeds
- Article feeds

Official State Travel Information Site 1.800.847.4868

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Statewide Snow Fall Summary

For more information, including the date and time of the current snow report and hours of operation, click on the ski area hot link.

Ski Area	Temperature	Lower Mtn. Depth	Denth	Lifts in Operation	New Snow Overnight	Snow in Last 24 Hours	Last Updated
Bear Paw Ski Bowl		20"	39"			4"	2/20/2009
Big Sky Resort	210	50"	75"	21	o"	o"	2/22/2009
Blacktail Mountain Ski Area	280	59"	73"	4	o"	o"	2/22/2009
Bridger Bowl	45 to 33	63"	63"	8	-0"	o"	2/23/2009
Discovery Basin	35°	30"	6o"	5	o"	o"	2/23/2009



Montana Snow Report

Sign Up to Receive the Montana Snow Report Email

Statewide Weather Info

Downhill Ski and Snowhoard Packages



bebo

myspace.com

Pownce

Social Media Marketing



Media **Sharing Networks**































Hey there! travelnevada is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? **Join today** to start receiving **travelnevada's** updates.

Join today!

Already using Twitter from your phone? Click here.

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travelnevada

New snow all over the place, including 18" new at Kirkwood, 10" new at Heavenly, according to NVski.mobi. http://nvski.mobi/snow-repo...

about 8 hours ago from web

Name Ryan Tony Bethany Location Nevada

Web http://blog.trave...

Bio We're all about Nevada. We want you to check out our great state and tell everyone how much fun you had. Come see us.

290 385 118 following followers updates

Updates

Favoritoe

THEWINEBLOG

THURSDAY, SEPTEMBER 18, 2008

Live twitter wine tasting today!

Wineries twittering? We are now in an era where blogging, twittering, and IMing are as common as phonecalls and emails. I was skeptical when I heard that my own winery was going to be the 3rd only (and 1st domestic!) winery to host a twitter tasting but as I did more research into the many different brands and wineries out there who are using these tools to reach out to a broader base of consumers, I suddenly thought, "How smart!" After all, our goal is to pursue every possible opportunity of reaching an interested audience for our wines/winery, and thereby possibly a new customer. We collect emails, we have tons of events in order to get people out to our remote location, we spend as much time as possible with every customer who enters our doors.........

Then why not a blog or a twitter tasting? We're doing both. Check out Michel-Schlumberger's benchland blog at:

http://benchlandblog.com or join us all in a twitter tasting this evening (check out the above link!)

SLIDESHOW



BLOG ARCHIVE

▼ 2009 (31)

▼ February (8)

CHEESE & WINE FACTS

Small in Size, BIG in Stature

Organic wine & food matching: Marcel Deiss Engelg...

Vinos Sin-Ley M4 Monastrell



Social Media Marketing

















myspace.com





















